







PROOF SHEET

July 19, 2011

Designer: Airborne

Project: yadda by NeilYadda

Font: company name: Aller Bold (Modified font)

Colors: web		print	
	#00 55 A4 R: 0 G: 174 B: 239		Pantone Reflex Blue C C: 100 M: 73 Y: 0 K: 2
	#C1 D8 2F R: 193 G: 216 B: 47		Pantone 382 C C: 29 M: 0 Y: 100 K: 0
	#BE C0 C2 R: 190 G: 192 B: 194		Pantone Cool Gray 5 C C: 0 M: 0 Y: 0 K: 30

LOGO - FULL COLOR

The vector (Adobe Illustrator) file is CMYK colors and its meant for full color printing, magazine ads, and for use on any materials that you intend to print from your own desktop color printer, i.e, invoices, receipts, letters, etc.

The Photoshop file is RGB colors and its meant for web purposes, i.e. on your website or in your email.



Colored version on white



Colored version on green background




Colored version on blue background




Reversed on colored background

LOGO - GRAYSCALE


You should use it when your logo is included in the newspaper or in the Yellow Pages, or on any black and white laser-printed materials.




Grayscale version on white



Grayscale version on black




Grayscale version on white




Grayscale version on black

LOGO - BLACK AND WHITE


This version should be used on faxes or any materials you reproduce using a copier. Its also the version that you should send out when you want your logo engraved.




Black on white



White on black



Black on white



White on black

Final deliverables:

AI: Adobe Illustrator vector format with editable text - will allow your logo to be scaled up and down as needed, you can also change the tagline or the color scheme.

PSD: Fully scalable built with vector masks, Photoshop layered file. The PSD file format is an industry standard and it allows color changes, or even adding or removing parts of the logo (by hiding or activating layers). The normal desktop printers (ink-jet and colour photocopier) are designed to work happily with a range of image file formats, including JPEG compressed files. However they will still work best with the maximum amount of image data supplied by an uncompressed image such as a PSD file.

EPS: This is an industry standard, meaning "Encapsulated PostScript". It can be imported into all major design programs, and is often the file of choice for printing companies.

Note: Because it contains important information regarding your company logo, you will receive a copy of this proof sheet inside the zip with the final deliverables.